

## FOR IMMEDIATE RELEASE

### A picture is worth a thousand words: Students enjoy expressing their road safety knowledge through art

THAI NGUYEN, Vietnam – May 20, 2022

Creative expression through public art is more than just claiming space - it's a visual expression that can inspire driven impact for social change. In celebration of the lessons learned as part of the *Safety Delivered* program, supported by The UPS Foundation, we are proud to host a day of fun learning about road safety and announce the winners of the helmet safety-drawing contest!

In cooperation with the Provincial Traffic Safety Committee and the Department of Education and Training of Thai Nguyen Province, AIP Foundation is gathering at Trang Xa School to bring together students, teachers and local government representatives. As a community, we have to work hand in hand for sustainable change.

During Phase III of the *Safety Delivered* program (2021 – 2022), 62% of students who participate in the program are from underrepresented communities. These children often lack access to safe and sustainable commutes. The helmets and road safety education received through the program make a life-saving difference for vulnerable children on their way to and from school.

In April, students from five project schools projects across Vo Nhai district in Thai Nguyen Province entered the drawing contest. Each class was encouraged to draw a picture in their classroom following the topic: “Correct helmet wear – *Safety Delivered*”. All students were given full free creative reign to draw what safe helmets represent to them.

Some students drew about our Protec helmets, expressing the importance of how a quality helmet can have a life-saving impact. It was particularly endearing to see the drawings where students expressed through pictures how important it is for their parents to be aware of road safety skills and using quality helmets.

“I am honored to witness the students learning so many road safety skills that will stay with them throughout their lives. I was touched to see so many incredible drawings! The students really did a great job to express how important road safety is. It was really difficult to select the best drawings, they are all so good,” shared Nguyễn Thị Thúy Hằng, Brokerage Supervisor and Co-Chair of UPS Vietnam community involvement committee.

In this extracurricular activity as part of the *Safety Delivered* program, students are learning the importance of wearing a helmet to protect themselves. It also gives the students an opportunity to reflect on the lessons learned during the program and express their own ideas on helmet safety by creating their own artwork.

“If we want to bring about lasting social change, we need to empower students from a young age. Today is all about putting their voices first. Students using art to express their road safety knowledge is a testament to the success of the *Safety Delivered* program. At UPS, we are proud to support AIP Foundation, empowering and engaging with students from the very start,” said Squall Wang, Managing Director, UPS Vietnam.

With support from the 2022 FIA Global Action Grant, the day will be filled with interactive activities for all students including a photo exhibition to raise road safety and helmet safety awareness for all attendees, a photo booth to promote the worldwide #StreetsForLife campaign, and a handover of the Global Action Plan as part of the Second Decade of Action for Road Safety 2021 – 2030.

The Global Plan will be handed over to the local government in Thai Nguyen province to amplify all campaigning efforts and to secure future commitment for change. Vietnam's National Road Safety Strategy supports meeting the goals of the 2030 UN Agenda for Sustainable Development as part of the Global Plan, ensuring maximum traffic safety for all school students across the country.

Mr. Nguyen Duc Thinh, Deputy Director of Thai Nguyen Department of Education and Training expressed, "Today is an excellent opportunity for students to express everything they have learned through the powerful *Safety Delivered* program. It was a joy to see the students learning and drawing about helmet safety. As the protectors of our future generation, it is our responsibility to ensure that every student is safe on their way to and from school. We must work together to do this. We cannot hope to achieve this alone."

###

### **About the Safety Delivered Program**

*Safety Delivered* is a program implemented by AIP Foundation to work with primary school students and motorcyclists in high-risk areas in India, the Philippines, Thailand, and Vietnam by reducing road crash injuries and fatalities among children and vulnerable road users through inclusive helmet distribution and education, combined with advocacy and awareness initiatives which target youth, community members, civil society, and governments to address high-risk road behaviors. Through these reinforcing components, *Safety Delivered* works to build an ecosystem for sustainable change to better protect all road users. During the next two years, the *Safety Delivered* program will distribute 4,900 helmets to students and teachers from ten program schools in Ho Chi Minh and Thai Nguyen province, Vietnam.

### **About AIP Foundation**

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For over 20 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.aip-foundation.org](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation. <https://www.aip-foundation.org/>

### **For Media Contact**

Victoria Jönsson  
Communications Officer  
AIP Foundation  
Tel: (+84) 91 598 75 84  
Email: [victoria.jonsson@aipf-vietnam.org](mailto:victoria.jonsson@aipf-vietnam.org)